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Presenting sponsored **content** on a mobile communication facility
J Ramer, A Soroca, D Doughty - US Patent App. 11/335,904, 2006 - Google Patents
... These and other capabilities are employed to improve the likelihood of **user interaction** with
content ... Difficul- ties include the inability to display appropriate **content**, difficulty entering queries
and ... Internet search engines are currently unable to optimally deliver search **results** for a ...
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[PDF] Second report **Identification** of multi-disciplinary key issues for gaps **analysis** ...
D Type - chorus-ist.org
... search itself, but also to support **user interaction** ... is no longer achievable with the huge amount
of digital data collected daily, the automatic **content** enrichment become ... mean here both helping
them sort through the **results** and find the "good" one (for instance **ranking** the **results** ...
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... **identification** of multi-disciplinary key issues for gap **analysis** toward EU multimedia ...
R Bardeli, N Boujemaa, R Compañó, C Doch, J Geurts, ... - 2008 - eprints.sics.se
... search itself, but also to support **user interaction** ... is no longer achievable with the huge amount
of digital data collected daily, the automatic **content** enrichment become ... mean here both helping
them sort through the **results** and find the "good" one (for instance **ranking** the **results** ...
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Preventing mobile communication facility click fraud
J Ramer, A Soroca, D Doughty - US Patent App. 11/347,826, 2006 - Google Patents
... These and other capabilities are employed to decrease the likelihood of fraudulent **user interaction**
with **content** presented to a ... 0061211 Al So CO 11 CN •» CD (O 11 1 e Disambiguation Facility
Carrier Business Rules Transactional Security (0 JU **Implicit Query** Facility 2 ...
All 2 versions

MOBILE COMPARISON SHOPPING
J Ramer, A Soroca, D Doughty - US Patent App. 11/382,676, 2006 - Google Patents
... the recorded **user interaction** data back to a server for Continuation-in-part of application No.
11/347,826, application function **analysis**. ... Al VI .g> le Search Host Fac gorithrn Facilitie^Filters)
Carrier Business Rules Transactional Security **Implicit Query** Facility Sponsorship ...
All 4 versions

INTEGRATING SUBSCRIPTION **CONTENT** INTO MOBILE SEARCH **RESULTS**
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...

BEHAVIOR-BASED MOBILE **CONTENT** PLACEMENT ON A MOBILE ...
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... rules facility 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query**
facility 164 . ... action command associated with the search **result** generated from a search query
for the **event** may be ... In this way the user can preview the **content** (films) of the website ...

REALTIME SURVEYING WITHIN MOBILE SPONSORED CONTENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...

EXCLUSIVITY BIDDING FOR MOBILE SPONSORED CONTENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...
All 2 versions

TARGETING MOBILE SPONSORED CONTENT WITHIN A SOCIAL NETWORK
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... type that is being accessed, based at least in part on a **user's interaction** with a ... 158 , voice
recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ... The action
commands may be included in the website **content**, metadata, header information, HTML ...

METHODS AND SYSTEMS OF MOBILE DYNAMIC CONTENT PRESENTATION
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...

ASSOCIATING MOBILE AND NON MOBILE WEB CONTENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...

Categorization of a Mobile User Profile Based on Browse Behavior
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...

METHODS AND SYSTEMS OF MOBILE QUERY CLASSIFICATION
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ...
Such an **event** may compromise a substantial benefit of searching for mobile **content** ... The action
commands may be included in the website **content**, metadata, header information ...
All 2 versions

Mobile User Profile Creation based on User Browse Behaviors
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... rules facility 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query**
facility 164 . ... associated with the search **result** generated from a search query for the **event** may
be ... a parameter may be used to **determine**, in part, the relevancy of a mobile **content**. ...

... MOBILE CONTENT WITHIN A SPONSORED MOBILE CONTENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... rules facility 158, voice recognition facility 160, sponsorship facility 162, and/or an **implicit query**
facility 164. ... with the search **result** generated from a search query for the **event** may be to ... The
statistical association may relate to an association between the mobile **content** and the ...

USING WIRELESS CARRIER DATA TO INFLUENCE MOBILE SEARCH **RESULTS**
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... mobile **content** type that is being accessed or on a on a **user's interaction** with a ... 158 , voice
recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . ... The action
commands may be included in the website **content**, metadata, header information, HTML **...**

LOCATION BASED MOBILE SHOPPING AFFINITY PROGRAM
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... rules facility 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query**
facility 164 . **...** associated with the search **result** generated from a search query for the **event** may
be **...** a parameter may be used to **determine**, in part, the relevancy of a mobile **content**. **...**

MOBILE COMMUNICATION FACILITY USAGE AND SOCIAL NETWORK ...
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...**
Such an **event** may compromise a substantial benefit of searching for mobile **content ...** The action
commands may be included in the website **content**, metadata, header information **...**

INTERACTIVE MOBILE ADVERTISEMENT BANNERS
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...**
Such an **event** may compromise a substantial benefit of searching for mobile **content ...** The action
commands may be included in the website **content**, metadata, header information **...**
All 2 versions

IDLE SCREEN ADVERTISING
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...**
Such an **event** may compromise a substantial benefit of searching for mobile **content ...** The action
commands may be included in the website **content**, metadata, header information **...**

USING A MOBILE COMMUNICATION FACILITY FOR OFFLINE AD SEARCHING
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...**
Such an **event** may compromise a substantial benefit of searching for mobile **content ...** The action
commands may be included in the website **content**, metadata, header information **...**

SIMILARITY BASED LOCATION MAPPING OF MOBILE COMM FACILITY USERS
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... the wireless provider data is based at least in part on a **user's interaction** with a ... 158 , voice
recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...** The action
commands may be included in the website **content**, metadata, header information, HTML **...**

MOBILE DYNAMIC ADVERTISEMENT CREATION AND PLACEMENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... rules facility 158 , voice recognition facility 160 , sponsorship facility 162 , and/or an **implicit query**
facility 164 . **...** associated with the search **result** generated from a search query for the **event** may
be **...** a parameter may be used to **determine**, in part, the relevancy of a mobile **content**. **...**

METHODS AND SYSTEMS FOR MOBILE COUPON PLACEMENT
J Ramer, A Soroca, D Doughty - 2008 - freepatentsonline.com
... wireless provider datum is based at least in part on a **user's interaction** with a ... 158 , voice
recognition facility 160 , sponsorship facility 162 , and/or an **implicit query** facility 164 . **...** The action
commands may be included in the website **content**, metadata, header information, HTML **...**

SYNDICATION OF A BEHAVIORAL PROFILE USING A MONETIZATION ...

J Ramer, A Soroca, D Doughty - 2009 - freepatentsonline.com
... 158, voice recognition facility 160, sponsorship facility 162, and/or an **implicit query** facility 164. **...**
Such an **event** may compromise a substantial benefit of searching for mobile **content** with **...** The
action commands may be included in the website **content**, metadata, header information **...**

SYNDICATION OF A BEHAVIORAL PROFILE ASSOCIATED WITH AN ...
J Ramer, A Soroca, D Doughty - 2009 - freepatentsonline.com
... rules facility 158, voice recognition facility 160, sponsorship facility 162, and/or an **implicit query**
facility 164. **...** with the search **result** generated from a search query for the **event** may be to **...** The
statistical association may relate to an association between the mobile **content** and the **...**

REVENUE MODELS ASSOCIATED WITH SYNDICATION OF A BEHAVIORAL ...
J Ramer, A Soroca, D Doughty - 2009 - freepatentsonline.com
... rules facility 158, voice recognition facility 160, sponsorship facility 162, and/or an **implicit query**
facility 164. **...** associated with the search **result** generated from a search query for the **event** may
be to **...** a parameter may be used to **determine**, in part, the relevancy of a mobile **content**. **...**

AGGREGATION AND ENRICHMENT OF BEHAVIORAL PROFILE DATA USING A ...
J Ramer, A Soroca, D Doughty - 2009 - freepatentsonline.com
... rules facility 158, voice recognition facility 160, sponsorship facility 162, and/or an **implicit query**
facility 164. **...** associated with the search **result** generated from a search query for the **event** may
be to **...** a parameter may be used to **determine**, in part, the relevancy of a mobile **content**. **...**

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